



AGENDA

COMMERCIAL, COMMUNITY AND CORPORATE SERVICES COMMITTEE

11 April 2017

6.00pm

City of Albany Council Chambers

**CITY OF ALBANY
COMMUNITY STRATEGIC PLAN (ALBANY 2023)**

VISION

Western Australia's most sought after and unique regional city to live, work and visit.

VALUES

All Councillors, Staff and Volunteers at the City of Albany will be...

Focused: on community outcomes

This means we will listen and pay attention to our community. We will consult widely and set clear direction for action. We will do what we say we will do to ensure that if it's good for Albany, we get it done.

United: by working and learning together

This means we will work as a team, sharing knowledge and skills. We will build strong relationships internally and externally through effective communication. We will support people to help them reach their full potential by encouraging loyalty, trust, innovation and high performance.

Accountable: for our actions

This means we will act professionally using resources responsibly; (people, skills and physical assets as well as money). We will be fair and consistent when allocating these resources and look for opportunities to work jointly with other directorates and with our partners. We will commit to a culture of continuous improvement.

Proud: of our people and our community

This means we will earn respect and build trust between ourselves, and the residents of Albany through the honesty of what we say and do and in what we achieve together. We will be transparent in our decision making and committed to serving the diverse needs of the community while recognising we can't be all things to all people.

Commercial, Community and Corporate Services Committee

- (1) **Functions:** The Committee is responsible for the following functions:
- Commercial Services:
Considering and recommending to Council ways to strengthen the local Albany economy.
The delivery of “*Smart, Prosperous and Growing Objectives*” contained in the City of Albany Strategic Plan:
- Foster links between education, training and employment that support economic development.
 - Strengthen our region’s economic based.
 - Develop and promote Albany as a unique and sought after visitor destination.
- Community Services:
The delivery of “*Sense of Community Objectives*” contained in the City of Albany Strategic Plan:
- Build resilient and cohesive communities with a strong sense of place and community spirit.
 - Create interesting places, spaces and events that reflect our community’s identity, diversity and heritage.
 - Develop and support an inclusive and accessible community.
 - Provide advice on effective ways to engage and report progress to the Community.
- Corporate Services:
Monitoring and commenting on the financial health and strategies of Council.
The delivery of “*Civic Leadership Objectives*” contained in the City of Albany Strategic Plan:
- Establish and maintain sound governance structures.
 - Provide strong, accountable leadership supported by a skilled and professional workforce.
 - Engage effectively with our community.
 - Governance:
 - Review of Council's policies;
 - Supporting Elected Members in their governance role;
 - Developing amendments to existing, or new, local laws;
 - Consideration of the Council's draft Strategic Plan;
 - Consideration of the Council's draft Annual Report;
 - Matters pertaining to the conduct of the Council's Annual General Meeting;
 - Consideration of the proposed meeting schedule for Council and its Committees;
 - Receiving reports from Council representatives on outside bodies, and from other bodies as determined by Council; and
 - Considering matters not falling within the terms of reference of any other Council committee.
 - Service Complaint Internal Review: Responsible for reviewing unresolved service complaints, in accordance with the Service Complaints Policy.
- (2) **It will achieve this by:**
- (a) Developing policies and strategies;
 - (b) Establishing ways to measure progress;
 - (c) Receiving progress reports;
 - (d) Considering officer advice;
 - (e) Debating topical issues;
 - (f) Providing advice on effective ways to engage and report progress to the Community; and
 - (g) Making recommendations to Council.
- (3) **Membership:** Open to all elected members
- (4) **Meeting Schedule:** Monthly
- (5) **Meeting Location:** Council Chambers
- (6) **Directorates:** Corporate Services, Community Services, Commercial Services
- (7) **Executive Officer(s):** Executive Director Corporate Services, Executive Director Commercial Services, Executive Manager Community Services
- (8) **Delegated Authority:** None

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1. DECLARATION OF OPENING

2. PRAYER AND ACKNOWLEDGEMENT OF TRADITIONAL LAND OWNERS

“Heavenly Father, we thank you for the peace and beauty of this area. Direct and prosper the deliberations of this Council for the advancement of the City and the welfare of its people. Amen.”

“We would like to acknowledge the Noongar people who are the Traditional Custodians of the Land.

We would also like to pay respect to Elders both past and present”.

3. RECORD OF APOLOGIES AND LEAVE OF ABSENCE

Mayor D Wellington (Deputy Chair)

Councillors:

Member	P Terry (Chair)
Member	R Hammond
Member	C Dowling
Member	G Stocks
Member	N Mulcahy
Member	J Shanhun
Member	S Smith
Member	A Goode JP
Member	A Moir
Member	B Hollingworth

Staff:

Chief Executive Officer	A Sharpe
Executive Director Corporate Services	M Cole
Executive Director Commercial Services	C Woods
Executive Director Works & Services	M Thomson
Executive Manager Community Services	A Cousins
Manager Finance	D Olde

Meeting Secretary H Bell

Apologies:

Member	R Sutton
Member	J Price

4. DISCLOSURES OF INTEREST

Name	Committee/Report Item Number	Nature of Interest

5. RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE

Question from Councillor Hammond:

What is the split of income from walk-in enquiries compared to online bookings?

Response provided by Executive Director Commercial Services:

In terms of overall booking dollars, we have experienced a consistent decrease each year in total bookings since 2012/13. This has averaged at around 8% decrease per annum. The greatest decrease has been in the online booking source which has seen the largest % decrease of the three booking sources. Current breakdown of dollar bookings is Walk-in (30.5%), Telephone (41.6%) and Online (27.9%)

6. PUBLIC QUESTION TIME

7. PETITIONS AND DEPUTATIONS: - Nil

8. CONFIRMATION OF MINUTES

DRAFT MOTION

THAT the minutes of the Commercial, Community and Corporate Services Committee held on 14 March 2017, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.

9. PRESENTATIONS – Nil

10. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS – Nil.

CCCS018: FINANCIAL ACTIVITY STATEMENT – FEBRUARY 2017

Proponent : City of Albany
Report Prepared by : Manager Finance (D Olde)
Responsible Officer : Executive Director Corporate Services (M Cole)

Responsible Officer's Signature:



RECOMMENDATION

CCCS018: RESPONSIBLE OFFICER RECOMMENDATION

THAT Council RECEIVE the Financial Activity Statement for the period ending 28 February 2017

BACKGROUND

1. The Statement of Financial Activity for the period ending 28 February 2017 has been prepared and is attached.
2. In addition to the statutory requirement to provide Council with a Statement of Financial Activity, the City provides Council with a monthly investment summary to ensure the performance of the investment portfolio is in accordance with anticipated returns and complies with the Investment of Surplus Funds Policy.

DISCUSSION

3. In accordance with section 34(1) of the *Local Government (Financial Management) Regulations 1996*, the City of Albany is required to prepare each month a Statement of Financial Activity reporting on the revenue and expenditure of the local authority.
4. The requirement for local governments to produce a Statement of Financial Activity was gazetted in March 2005 to provide elected members with a greater insight in relation to the ongoing financial performance of the local government.
5. Additionally, each year a local government is to adopt a percentage or value to be used in Statements of Financial Activity for reporting material variances. Variations in excess of \$50,000 are reported to Council.
6. These financial statements are still subject to further yearend adjustments and have not been audited by the appointed auditor.

"Please note that rounding errors may occur when whole numbers are used, as they are in the reports that follow. The 'errors' may be \$1 or \$2 when adding sets of numbers. This does not mean that the underlying figures are incorrect."

STATUTORY IMPLICATIONS

7. Section 34 of the *Local Government (Financial Management) Regulations 1996* provides:
- I. A local government is to prepare each month a statement of financial activity reporting on the source and application of funds, as set out in the annual budget under regulation 22 (1)(d), for that month in the following detail –
 - a. annual budget estimates, taking into account any expenditure incurred for an additional purpose under section 6.8(1)(b) or (c);
 - b. budget estimates to the end of the month to which the statement relates;
 - c. actual amounts of expenditure, revenue and income to the end of the month to which the statement relate
 - d. material variances between the comparable amounts referred to in paragraphs (b) and (c); and
 - e. the net current assets at the end of the month to which the statement relates.
 - II. Each statement of financial activity is to be accompanied by documents containing –
 - a. an explanation of the composition of the net current assets of the month to which the statement relates, less committed assets and restricted assets;
 - b. an explanation of each of the material variances referred to in sub regulation (1)(d); and
 - c. such other supporting information as is considered relevant by the local government.
 - III. The information in a statement of financial activity may be shown –
 - a. according to nature and type classification;
 - b. by program; or
 - c. by business unit.
 - IV. A statement of financial activity, and the accompanying documents referred to in sub regulation (2), are to be –
 - a. presented at an ordinary meeting of the council within 2 months after the end of the month to which the statement relates; and
 - b. recorded in the minutes of the meeting at which it is presented.

POLICY IMPLICATIONS

8. The City's 2016/17 Annual Budget provides a set of parameters that guides the City's financial practices.
9. The Investment of Surplus Funds Policy stipulates that the status and performance of the investment portfolio is to be reported monthly to Council.

FINANCIAL IMPLICATIONS

10. Expenditure for the period ending 28 February 2017 has been incurred in accordance with the 2016/17 proposed budget parameters.
11. Details of any budget variation in excess of \$50,000 (year to date) follow. There are no other known events which may result in a material non recoverable financial loss or financial loss arising from an uninsured event.

File Number (Name of Ward)	FM.FIR.2 - All Wards
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CCCS019: LIST OF ACCOUNTS FOR PAYMENT – MARCH 2017

Proponent : City of Albany
Attachments : List of Accounts for Payment
Report Prepared by : Senior Accounting Officer (P Martin)
Responsible Officer : Executive Director Corporate Services (M Cole)

Responsible Officer's Signature:

RECOMMENDATION

CCCS019: RESPONSIBLE OFFICER RECOMMENDATION

That Council received the list of accounts authorised for payment under delegated authority to the Chief Executive Officer for the period ending 15 March 2017 totalling \$7,037,656.22.

BACKGROUND

- Council has delegated to the Chief Executive Officer the exercise of its power to make payments from the City's municipal and trust funds. In accordance with Regulation 13 of the *Local Government (Financial Management) Regulations 1996*, a list of accounts paid by the Chief Executive Officer is to be provided to Council.

DISCUSSION

- The table below summarises the payments drawn from the municipal fund for the period ending 15 March 2017. Please refer to the Attachment to this report.

Municipal Fund	
Trust	\$61,690.31
Credit Cards	\$20,242.35
Payroll	\$1,221,685.24
Cheques	\$67,321.82
Electronic Funds Transfer	\$5,666,716.50
TOTAL	<u>\$7,037,656.22</u>

- As at 15 March 2017, the total outstanding creditors, stands at \$740,845.03 and made up as follows:-

Current	\$ 192,289.76
30 Days	\$ 539,472.19
60 Days	\$7,449.97
90 Days	\$1,633.11
TOTAL	<u>\$ 740,845.03</u>

Cancelled cheques – Nil.

STATUTORY IMPLICATIONS

4. Regulation 12(1)(a) of the *Local Government (Financial Management) Regulations 1996*, provides that payment may only be made from the municipal fund or a trust fund if the Local Government has delegated this function to the Chief Executive Officer or alternatively authorises payment in advance.
5. The Chief Executive Officer has delegated authority to make payments from the municipal and trust fund.
6. Regulation 13 of the *Local Government (Financial Management) Regulations 1996* provides that if the function of authorising payments is delegated to the Chief Executive Officer, then a list of payments must be presented to Council and recorded in the minutes.

POLICY IMPLICATIONS

7. Expenditure for the period to 15 March 2017 has been incurred in accordance with the 2016/2017 budget parameters.

FINANCIAL IMPLICATIONS

8. Expenditure for the period to 15 March 2017 has been incurred in accordance with the 2016/2017 budget parameters.

SUMMARY CONCLUSION

9. That list of accounts have been authorised for payment under delegated authority.
10. It is requested that any questions on specific payments are submitted to the Executive Director Corporate Services by 4pm of the day prior to the scheduled meeting time. All answers to submitted questions will be provided at the Committee meeting. This allows a detailed response to be given to the Committee in a timely manner.

File Number (Name of Ward)	:	FM.FIR.2 - All Wards
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CCCS020: DELEGATED AUTHORITY REPORTS

Proponent : City of Albany
Attachments : Executed Document and Common Seal Report
Report Prepared by : Personal Assistant to the ED Corporate Services (H Bell)
Responsible Officer : Chief Executive Officer (A Sharpe)

Responsible Officer's Signature:



RECOMMENDATION

CCCS020: RESPONSIBLE OFFICER RECOMMENDATION

THAT the Delegated Authority Reports 16 February 2017 to 15 March 2017 be RECEIVED.

CCCS021: QUARTERLY REPORT – TENDERS AWARDED – JANUARY TO MARCH 2017

Proponent : City of Albany
Attachments : Quarterly Report – Tenders Awarded – January to March 2017
Report Prepared by : Procurement Officer (H Hutchinson)
Responsible Officer : Executive Director Corporate Services (M Cole)

Responsible Officer's Signature:	
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RECOMMENDATION

CCCS021: RESPONSIBLE OFFICER RECOMMENDATION

THAT the Quarterly Report – Tenders Awarded – January to March 2017 be RECEIVED.

CCCS022: RACEWARS ALBANY 2017 – POST EVENT EVALUATION REPORT

Proponent : City of Albany
Attachments : Racewars Albany 2017 Event Program
Report Prepared By : Manager Tourism Development Services (M Bird)
Responsible Officer(s) : Executive Director Community Services (C Woods)

Responsible Officer's Signature:



STRATEGIC IMPLICATIONS

1. This item directly relates to the following elements from the City of Albany Community Strategic Plan – Albany 2023 and the Corporate Business Plan 2014-2018.
 - a. **Key Theme: 1.** Smart Prosperous and Growing.
 - b. **Strategic Objective: 1.2** To strengthen our region's economic base.

Strategic Objective 1.3 To develop and promote Albany as a unique and sought after destination.
 - c. **Strategy 1.2.2.** Strengthen our economy by support by supporting business innovation and diversity

Strategy 1.3.1. Encourage, support and deliver significant events that promote our region.

Strategy 1.3.2. Promote the Albany region as a sought after and iconic tourism destination.

In Brief:

- Accept the City of Albany Officer post event evaluation report for the 2017 Racewars Albany event.
- The event is estimated to have injected around \$4.42m of new visitor spend into the local economy over the March long weekend.
- City officers are seeking endorsement from Council to enter into negotiations with the event owner and to prepare a host destination business case for Council to further consider.

RECOMMENDATION

CCCS022: RESPONSIBLE OFFICER RECOMMENDATION

THAT Council:

- 1. RECEIVE the City of Albany post event evaluation report for hosting of the Racewars Albany 2017 event.**
- 2. AUTHORISE the Chief Executive Officer to negotiate the host destination rights for the Racewars annual event for the years 2018, 2019 and 2020 and to present a host bid proposal for Council review and approval.**

BACKGROUND

2. The City of Albany successfully hosted the Racewars Albany 2017 event (the event) over the 4-6 March 2017 long weekend.
3. The City provided event organisers with exclusive use of the Albany Regional Airport for the two days of straight line racing on the 4 and 5 March.
4. 2017 was the inaugural event held in Albany and attracted 230 competitors, 40 event management personnel, and some 5,000 spectators (with 7,000 spectator gate entries recorded over the two days). Children under 12 were free admission and not included in above figures.
5. A post event survey was conducted by the City and event organisers using Survey Monkey. A total of 407 responses were received representing a strong sample size of competitors and spectators.
6. The City is now presented with the opportunity to continue to host the annual event for the years 2018, 2019 and 2020.
7. City officers are seeking endorsement from Council to enter into negotiations with the event owner and to prepare a host port business case for Council to further consider.

DISCUSSION

8. Utilisation of Albany Airport for the Racewars event was an innovative use of City major assets and infrastructure over a historically quiet aviation usage period.
9. Albany Airport was closed to aircraft movements from approximately 830am Saturday morning until 6pm Sunday evening. This resulted in the cancellation of one return flight on Saturday and Sunday by mutual agreement with Regular Passenger Transport service provider Regional Express. Air travel on the Perth to Albany route on long weekends is historically low and it is usual for selected flights to be cancelled due to insufficient demand.
10. The airport remained open for emergency air services such as the Royal Flying Doctor Service (RFDS) and the fire-fighting water bomber aircraft contracted by Department of Parks and Wildlife (DPAW).
11. Albany Airport staff were on duty during the entire Racewars event to ensure safety and operational compliance requirements were adhered to and to respond to any emergency air service needs.

12. Over the closed period the RFDS landed and departed Albany Airport a total of five occasions with four of these requiring suspension of the Racewars event. No issues were reported from either event organisers or the RFDS.
13. Planning for the event was considerable and the City of Albany ensured all emergency agencies were involved in the lead up, during, and post event debrief activities. The Racewars event was reviewed by the Airport Emergency Committee, the Safety Management System, Airport Security Committee, and airport staff operational meetings. A detailed risk assessment was carried out and reviewed by all of the above committees.
14. An event debrief was staged with the event organiser immediately following the conclusion of the event. A number of operational issues were identified and communicated to the event organisers who are open to improvement and agreed all identified issues can be managed and the event model continued to be improved.
15. The Airport Emergency Committee and Safety Management System committees conducted separate post event debriefs and support the hosting of similar events at Albany Airport in the future subject to improvements by the event organiser in identified areas of its operations.
16. The event was well supported by the local community and generated significant positive feedback and goodwill from the local business community. Key local sponsors of the event were Auto One, BTG Mechanical, Woodfired Treats, and Earl of Spencer.
17. A summary of post event survey results includes (407 respondents);
 - 68% of competitors and spectators were from outside the Great Southern region (60% from Perth, 6% from other WA and 2% from out of state). This equates to some 3,500 visitors to the region to attend the Racewars Albany event.
 - 56% attended with friends, 29% with family, 9% as a couple and 6% other.
 - When asked if they would attend the event in 2018 and beyond, a large 98.5% of responded yes.
 - 76.9% of respondents stayed in Albany, 3.1% in Denmark, 2% in Mt Barker and 18% said other.
 - 26.3% stayed in hotel/motel/lodge, 20.9% stayed with friends/family, 19.5% in holiday home, 9.7% in camping/caravan, 1% in backpacker/hostel, and 23% in other. Feedback from the Albany Visitor Centre suggests that local accommodation was at full capacity from Thursday to Monday evenings.
 - 46.8% stayed 3 nights, 13.9% stayed 2 nights, 13.6% stayed a large 7+ nights, and 12.6% stayed 4 nights. The average night stay was estimated at 3.6 nights.
 - When visitors were asked what their daily spend was during the event the average daily expenditure (travel to Albany excluded) was \$340 per night.
 - When asked if they would visit Albany again other than for Racewars or motorsports events, 88.1% said yes.
 - The event is estimated to have injected approximately \$4.42m of new visitor spend into the local economy over the March long weekend.

18. The Racewars Albany 2017 event was considered to be a highly successful tourism event. It is estimated that 3,500 visitors from outside the region participated in the event generating 12,900 additional visitor nights. These are highly significant results and would rank Racewars as one of the best performing tourism events hosted in the region for many years.
19. The major beneficiaries from hosting this type of event are typically local accommodation, hospitality, visitor attractions, tour operators, visitor centres, shopping and general retail.
20. Based on the City's experience from hosting the 2017 Racewars event it is recommended that Albany enters into negotiations to host future events.

GOVERNMENT & PUBLIC CONSULTATION

21. As the owner and operator of Albany Regional Airport significant consultation was undertaken by the City with local airport users and emergency service agencies. These included regular agenda items and review as part of the Airports' Emergency, Security, Safety Management System, and team operational meetings.
22. An information, and question and answer session was presented by the City to airport users including the General Aviation hangar lessees.
23. Consultation between the City and RFDS, St John Ambulance, DPAW, and REX ensured potential risks were identified and strategies implemented to mitigate major issues.
24. As per aviation regulations the City issued all required notifications to airport users regarding the closure of the aerodrome.

STATUTORY IMPLICATIONS

25. The City of Albany operates a certified Code 3C Non Precision Approach aerodrome and complies with the Australian Government Civil Aviation Safety Authority's Manual of Standards Part 139 - Aerodromes.

POLICY IMPLICATIONS

26. There are no policy implication related to this report.

RISK IDENTIFICATION & MITIGATION

27. As this is a post event evaluation report no risks have been identified.

FINANCIAL IMPLICATIONS

28. The hosting of the Racewars Albany 2017 event at Albany Airport incurred a direct cost to the City of Albany totalling \$7,239. This figure includes the City's financial contribution towards the implementation of the event's Traffic Management Plan (\$2,727), additional overnight security (\$932), and additional airport staff wages for the weekend (\$3,580).
29. No event hosting fee was payable however the City of Albany did provide exclusive use of the Albany Aerodrome for the 2 day period.

LEGAL IMPLICATIONS

30. The City operates the Albany Regional Airport and can choose to close the aerodrome.

ENVIRONMENTAL CONSIDERATIONS

31. Nil.

ALTERNATE OPTIONS

32. If the committee does not support the evaluation tool developed for assessing the economic impact of this event other methods can be explored.

SUMMARY CONCLUSION

33. Securing the 2017 Racewars event achieved a City strategic deliverable to identify iconic events that provide community and economic benefits. The Racewars event is considered a strong strategic fit for the Albany destination and offers great opportunity to create a unique car culture event for the region.
34. The event was assessed as delivering a very strong economic benefit from a small direct cost to the City.

Consulted References	:	<ul style="list-style-type: none">• <i>Council Policy Community Funding and Event Sponsorship (2013)</i>• <i>City of Albany Major and Regional Events Strategy 2014-17</i>
File Number (Name of Ward)	:	All Wards
Previous Reference	:	Nil.

11. MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

12. MEETING CLOSED TO THE PUBLIC

14. CLOSURE